

ISO 9000 Awareness Campaign and Timeline

- **Objective:** To communicate and educate all Goddard employees on the what, when, how and why of ISO 9000
- **Communication Vehicles:** Goddard Homepage ISO Website, Goddard News, TV Promotional Series, Open Microphone sessions, Information Exchanges, Posters, Brochures, Dateline, Flyers

Timeline:

October 1997	ISO 9000 Information Booth at Center's Education Showcase
January 1998	Begin Awareness Campaign
February 1998	Open Microphone Session with Senior Management
March 1998	Paper campaign - Goddard News, Dateline, brochures, flyers, cafeteria table tents
April 1998	Centerwide Kick-Off Event (one year prior to certification)
May-Sept 1998	Ongoing communication, information & participation in
October 1998	Focus on employee's awareness of Self-Assessment activities
Nov-Dec 1998	Ongoing communication
February 1999	Refresher
April 1999	Certification